

What factors influencing purchasing decisions for cosmetic products? A study on brand image, price, and promotion

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ABSTRACT

Purpose — *This study aims to investigate the factors influencing the purchasing decisions of cosmetic products, particularly focusing on the impact of brand image, price, and promotion, in the context of increasing global competition and the importance of maintaining product brand image.*

Method — *This study focused on consumers in Palembang who use cosmetic products. We included 96 respondents chosen through the Accidental Sampling technique, collecting data via distributed questionnaires. Our analysis utilized SEM (Structural Equation Modeling) with SmartPLS 3.0 software.*

Result — *The research findings show that brand image does not have a significant impact on purchasing decisions. However, the price and promotion variables were found to significantly influence purchasing decisions.*

Contribution — *This study contributes to the existing literature by specifically examining the factors influencing purchasing decisions for cosmetic products in the context of Palembang. The novel aspect of this research lies in its analysis of the interplay between brand image, price, and promotion within this specific market, shedding light on the unique dynamics that may differ from broader studies in other regions.*

Keywords: *brand image, price, promotion, purchase decision, cosmetic products*



INTRODUCTION

The development of the cosmetics industry has proven to be crisis-proof in the face of various macroeconomic shocks over the past two decades. Economic indicators from the cosmetics category show that during periods of recession or economic hardship, women tend to pamper themselves by spending more money on non-essential products such as cosmetics, which can improve mood without adding to financial burdens. In the midst of a declining national economy due to the Covid-19 pandemic, the cosmetics industry was able to survive and even continue to grow by launching new products. Cosmetics are also products that women must use to beautify themselves. Many women are willing to spend more money to buy a range of cosmetics to make their faces look more beautiful. However, they do not consider it a waste.

When making a purchase decision, each person always has their considerations. Brand is one of the considerations in determining the purchase decision. A brand is used to create a certain view of someone, either through advertising, promotion, or communication done through word of mouth by a user of a cosmetic product. Brand image, according to [Zaharani et al. \(2021\)](#), has developed into part of the company's largest assets. The increasingly tight product competition and consumer behavior that tends to seek out new brands released by competing companies to gain satisfaction, more benefits, and satisfy their curiosity about the new brand cause companies to have to be very persistent in maintaining their brand image. To win the competition, companies are required to implement marketing strategies for their products, especially those related to brand image.

If a brand can meet consumer expectations and provide product quality assurance with each use, and if the brand is produced by a reputable company, consumers will have greater confidence in their choices. They will trust the brand, develop a liking for it, and even consider it an integral part of themselves. A high-quality brand can significantly influence consumers in their product purchase decisions ([Makrufah, 2017](#)).

Price plays a crucial role in making purchase decisions because potential buyers typically assess the listed price before committing to a purchase. Moreover, many consumers associate the price of a product with its quality. As Alma noted in [Suri & Asmara \(2017\)](#), price represents the monetary value consumers or buyers must pay to acquire a product or service. Furthermore, in the realm of business, price stands out as one of the key factors influencing a product's marketing. Whether a price is high or low often takes precedence in the minds of consumers when they are in search of a product.

In addition to brand image and price, consumers also pay attention to the promotions conducted by companies to promote cosmetic products. Companies must employ creative methods to promote their cosmetic products with the aim of capturing consumers' attention and generating a preference for their products. Promotion is an activity undertaken by companies to highlight product features and persuade consumers to make a purchase, as outlined by Stanton in [Weenas \(2013\)](#).

Tjiptono, as cited in [Zaharani et al. \(2021\)](#), defines promotion as essentially a form of marketing communication. This refers to marketing activities that aim to disseminate information, influence or persuade, and remind the target market about the company and its products. The ultimate goal is to encourage consumers to accept, purchase, and remain loyal to the products offered by the respective company.

The purchase decision is the stage of the decision-making process in which consumers actually make a product purchase. According to Kotler and Armstrong, as cited in [Zaharani et al. \(2021\)](#), there are processes that take place before the transaction is completed. Consequently, the purchase decision represents the pivotal moment in the process during which consumers search for and evaluate several alternatives that ultimately determine the actual purchase of a product.

Several studies have explored the impact of brand image, price, and promotion on consumer purchasing decisions for cosmetic products. For instance, [Lamasi & Santoso \(2022\)](#) examined the effect of promotion, product quality, and brand image on customer purchase decisions for Wardah cosmetic products. The study found that promotion and product quality significantly influenced brand image, which, in turn, had a significant effect on purchasing decisions. Another study by [Yudistira \(2021\)](#) investigated the impact of brand image and perceived price on consumer purchase decisions for Mac Cosmetics Powder Kiss Lipstick's customers on Tokopedia in Indonesia. The results showed that both brand image and perceived price had a positive impact on customer purchasing decisions. These studies highlight the importance of brand image, price, and promotion in influencing consumer purchasing decisions for cosmetic products and suggest that cosmetic companies can develop more effective marketing strategies by understanding the relative importance of these factors.

The novelty of this study lies in its focus on the specific market of Palembang and its examination of the interplay between brand image, price, and promotion within this context. This study contributes to the existing literature by shedding

light on the unique dynamics of this market, which may differ from broader studies in other regions.

Based on the information presented earlier, the primary goal of this study is to investigate the factors that significantly impact consumers' decision-making when choosing a cosmetic brand in Indonesia. To achieve this objective, the research will focus on the specific market of Palembang and examine the interplay between brand image, price, and promotion within this local context.

METHOD

This study employs quantitative research as its research methodology, which aligns with a positive philosophical approach. It seeks to investigate specific populations or samples, gather data using research instruments, and employ quantitative/statistical data analysis to test hypotheses, as outlined by [Sugiyono \(2021\)](#). This approach enables us to conduct a rigorous analysis of the relationships between various variables.

In line with Sugiyono, as cited in [Rahayuningtias \(2021\)](#), the study's sample consisted of 96 respondents. The sampling method utilized was non-probability sampling, specifically employing the Accidental Sampling technique, which involves including any member of the population encountered during the research process.

The research was conducted in Palembang, South Sumatra, with a specific focus on individuals who use cosmetic products in this area. The study's population encompasses all cosmetic product users in Palembang, which, due to the unpredictable nature of this demographic, is considered to be infinite, as suggested by [Sugiyono \(2021\)](#).

Data collection techniques for this study primarily involved the use of questionnaires. Questionnaires are a systematic means of gathering information by presenting a set of questions or statements to selected respondents, as described by [Sugiyono \(2021\)](#). In this case, Likert scales were employed to assign scores to the respondents' answers, enabling a quantitative analysis of their attitudes, opinions, and perceptions concerning brand image, price, promotion, and purchase decisions related to cosmetic products, as noted by [Erri et al. \(2021\)](#).

Moreover, various data collection methods were considered for this study, including observation, document analysis, and library research, as suggested by [Sugiyono \(2021\)](#). Nevertheless, after careful consideration, the questionnaire

emerged as the most suitable and efficient means of collecting the necessary data.

The research categorizes variables into two main groups: independent and dependent. Independent variables are those that exert an influence or bring about changes in other variables, whereas dependent variables are the outcomes that are influenced by the independent variables, following the framework outlined by Sugiyono (2021). In this study, the independent variables encompass brand image (X1), price (X2), and promotion (X3), representing the factors that might impact a consumer's decision to purchase cosmetic products. Conversely, the dependent variable is the purchase decision (Y), which reflects the outcome influenced by these independent variables.

To analyze the data, this research employs a quantitative approach and utilizes Partial Least Square Structural Equation Modeling (PLS SEM) analysis, employing the SmartPLS 3.0 data analysis software, as recommended by [Ghozali \(2022\)](#). PLS SEM is selected due to its robustness and limited reliance on assumptions. The analysis aims to validate the questionnaire-derived data and establish the relationships between the independent variables (brand image, price, promotion) and the dependent variable (purchase decision). By employing this advanced statistical technique, the study can provide valuable insights into the factors shaping consumers' purchasing decisions within the cosmetic product market.

Hypothesis development

Brand image on purchase decision

Brand image is the way people perceive a brand, formed by the associations consumers connect with the brand in their memory. These associations translate into thoughts consumers have about the brand, much like how we form opinions about individuals. Brand image is closely linked to consumer behavior and encompasses various key components, including brand reputation, recognition, interest, and the brand's distinctiveness and resilience. [Kotler and Keller \(2016\)](#), as discussed in [Zaharani et al. \(2021\)](#) and elaborated by [Tjiptono \(2017\)](#), assert that brand image serves as a representation of consumers' associations and beliefs regarding specific brands.

The Theory of Planned Behavior ([Ajzen, 1991](#)) posits that human behavior is influenced by three fundamental factors: attitude, subjective norm, and perceived behavioral control. Attitude reflects an individual's assessment of a behavior, subjective norm conveys its perceived importance to others, and

perceived behavioral control measures the ease of execution. In the context of purchase decisions, brand image plays a crucial role by affecting both attitude and perceived behavioral control. A positive brand image cultivates favorable attitudes, making consumers more inclined to purchase its products, and instills the belief that buying is convenient, thereby enhancing purchase intention. Furthermore, brand image can exert influence through social factors, such as the bandwagon effect, where consumers are swayed by others' enjoyment and use of a brand, resulting in increased product adoption and purchases.

H1: Brand image has a positive impact on purchase decision

Price on purchase decision

The price of a product can significantly influence the decision to purchase in several ways (Suri and Asmara, 2017). First, it impacts the perceived value of the product. When the price is excessively high, consumers may perceive the product as overpriced and not worth the money they'd spend on it. Second, price affects the product's affordability (Cahyono, 2018). If the price is too high, consumers might find it financially challenging to purchase the product. Third, price plays a pivotal role in competitive dynamics (Tjiptono and Ghafur, 2017). When a product's price is lower than that of competing alternatives, consumers are more inclined to select the option with the lower price, thus influencing their purchase decisions.

H2: Price has a positive impact on purchase decision

Promotion on purchase decision

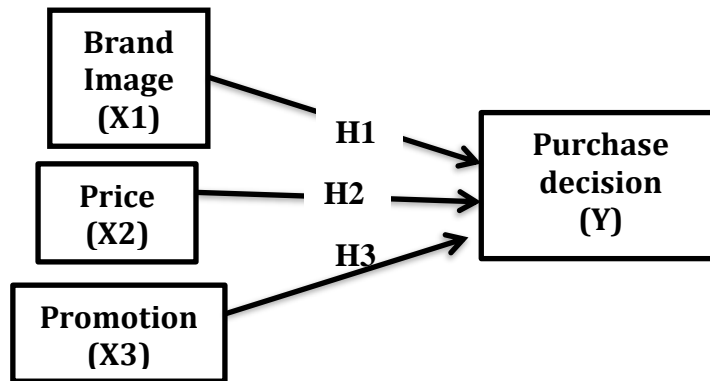
Promotion, as explained by Kotler (in Weenas, 2013) and Tjiptono (in Zaharani et al., 2021), is a dynamic marketing strategy that encompasses various short-term, high-impact initiatives. Its primary aim is to stimulate consumer interest and encourage them to try or buy a product or service. These promotional activities serve multiple objectives, including informing, persuading, and reminding consumers, but their overarching goal is to influence consumer purchasing behavior.

Promotion is a crucial element within the marketing mix, serving not only as a means of communication between companies and consumers but also as a way to interact with potential buyers. In essence, promotion aims to guide individuals through several stages, starting with creating awareness about the product, helping consumers understand it, changing their attitudes towards it, building preference and trust, and ultimately leading them to make a purchase decision.

Throughout this process, promotion ensures that the product remains firmly etched in consumers' memories (Lupiyoadi et al., 2018).

H3: Promotion positively influences purchase decision

Figure 1. Research framework



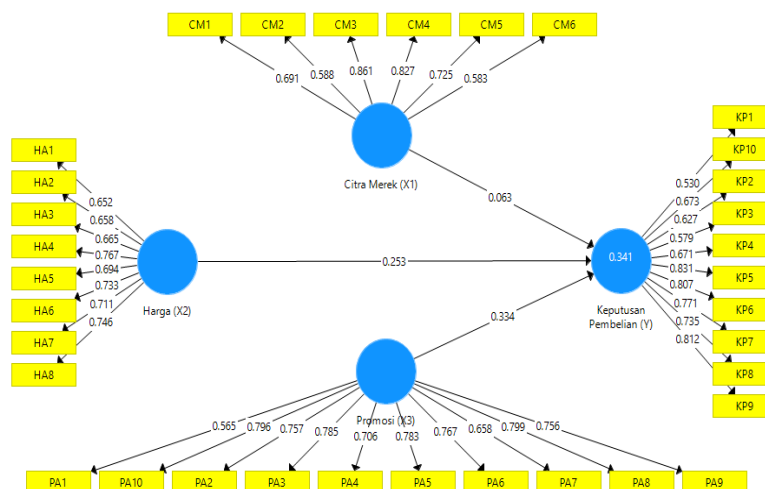
Source: authors (2023)

RESULT AND DISCUSSION

Outer model analysis

When utilizing data analysis techniques with SmartPLS, there are specific criteria used to evaluate the accuracy of either the outlier model or the measurement model. These criteria include convergent validity, discriminant validity, and consistency reliability (Nuha, 2021).

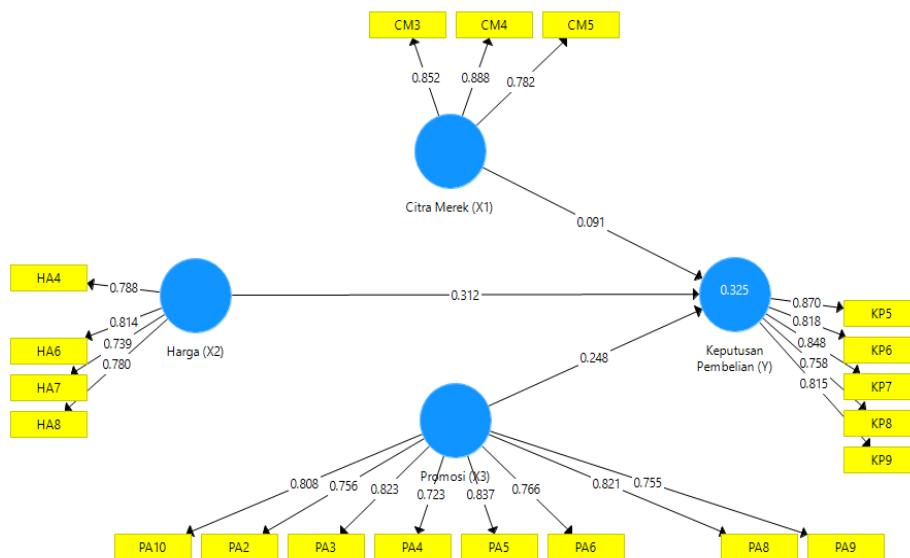
Figure 2. Outer model before outlier



Source: processed data (2023)

Outliers are carried out in order to meet the assumptions of validity and reliability in the outlier model. Outliers are identified by eliminating one or even more indicators that do not have a strong relationship with other variables. In this study, outliers were examined in brand image indicators, namely CM1, CM2, and CM6, price indicators, namely HA1, HA2, HA3, and HA5, promotional indicators, namely PA1 and PA7, and purchase decision indicators KP1, KP2, KP3, KP4, and KP10. This is because they have the smallest value describing their latent variable and do not meet the assumption of validity. After identifying outliers in the data, the research model can be seen in the figure below.

Figure 3. Outer model before outlier



Source: processed data (2023)

Based on the outcomes of the second round of data processing, after removing several unreliable instruments, the value of the mentioned instruments has met the criteria of exceeding 0.70.

Convergent validity

After setting the loading factor limit of 0.7, analysis of data that has been processed using SmartPLS can be seen as follows:

Table 2. Outer loading after outliers

	Brand Image (X1)	Price (X2)	Purchase Decision (Y)	Promotion (X3)
CM3	0,852			
CM4	0,888			
CM5	0,782			
HA4		0,788		
HA6		0,814		
HA7		0,739		
HA8		0,780		
KP5			0,870	
KP6			0,818	
KP7			0,848	
KP8			0,758	
KP9			0,815	
PA1				0,808
PA2				0,756
PA3				0,823
PA4				0,723
PA5				0,837
PA6				0,766
PA8				0,821
PA9				0,755

Source: processed data (2023)

The next step involves evaluating convergence validity using the AVE (Average Variance Extracted) value. According to Hair (in Nuha, 2021), if a model has an AVE value exceeding 0.6, it is considered to possess strong convergence validity. After removing the loading factors below 0.6, the model's AVE value is calculated as follows.

Table 3. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Brand Image (X1)	0,709
Price (X2)	0,609
Purchase Decision (Y)	0,677
Promotion (X3)	0,619

Source: processed data (2023)

Discriminant validity

The test for discriminant validity is a step conducted to determine whether the indicators within the research variables we are examining possess distinct values and are solely related to indicators within their respective variables, rather than being influenced by indicators from variables beyond what is expected or represented. To assess the quality of discriminant validity in the

research model, two essential steps must be performed: the outcomes of cross-loading and the results of the Fornell-Larcker criterion.

The next phase involves assessing the research data using the second-stage method, which is the Fornell-Larcker criterion. To establish good discriminant validity in a research model, the square root of AVE (Average Variance Extracted) within the construct must exceed the correlation of the construct with other latent variables. The results of the Fornell-Larcker criterion obtained in this study can be observed in the table below.

Table 4. Discriminant validity *Fornell-Larcker* criterion

	Brand Image (X1)	Price (X2)	Purchase Decision (Y)	Promotion (X3)
Brand Image (X1)	0,842			
Price (X2)	0,524	0,781		
Purchase Decision (Y)	0,387	0,527	0,823	
Promotion (X3)	0,535	0,676	0,507	0,787

Source: processed data (2023)

Based on the table presented above, we can conclude that each variable exhibits a higher value when describing itself compared to other variables within the same column. Examining the table further, it's evident that brand image has a value of 0.842, which surpasses the values of other variables in the same column. Similarly, price has a value of 0.781, which is greater than the value of product quality within the same column. This table's findings lead to the conclusion that the data model tested in this study meets the requirements and criteria demonstrating discriminant validity within the model's constructs.

Composite reliability

The acceptable range for CR (Composite Reliability) values in research typically falls between 0.70 and 0.80. If a construct achieves a value of 0.70 or higher, it can be considered to possess strong reliability. The table below provides a breakdown of composite reliability values.

Table 5. Composite reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability
Brand Image (X1)	0,793	0,879
Price (X2)	0,787	0,862
Purchase Decision (Y)	0,880	0,913

Promotion (X3)	0,912	0,928
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Source: processed data (2023)

Based on the table above, it can be concluded that all reliable constructs, both composite reliability and Cronbach's alpha, have values above 0.70. This indicates that all variables in this research model have internal consistency reliability. Based on some of the previous tables, it can be concluded that this study has good convergent validity, good discriminant validity, and good internal consistency reliability. The following is a table showing a summary of validity and reliability.

Inner model analysis

After evaluating the model and confirming that each construct has met the requirements of Convergent Validity, Discriminant Validity, and Composite Reliability, the next step is the evaluation of the structural model, which includes testing the fit of the model (model fit), Path Coefficients, and R². Model fit testing is used to determine if a model matches the data.

R-Square

In inner model, testing can be done by examining the R-Square and Path Coefficients. R-Square is used to determine the extent of influence that independent variables have on the dependent variables collectively. Meanwhile, the Path Coefficient is used to assess the influence of an independent variable on a partially bound variable.

Table 6. R-Square values

	R Square	Adjusted R-Square
Purchase Decision (Y)	0,325	0,303

Source: processed data (2023)

The table above displays the R-Square value for the variable. The R-Square value for the purchase decision variable obtained a value of 0.325. These results indicate that 32.4% of the Purchase Decision (KP) variables can be explained by independent variables (Brand Image, Price, and Promotion), while the remaining 67.6% can be attributed to other variables such as Green Marketing, Product

Quality, Buying Interest, Promotional Strategy, and others outside the scope of this study.

Hypothesis testing

The indicator used in hypothesis testing is the value found in the output path coefficients when utilizing the SmartPLS software with the bootstrapping method against research data. The following is a table of estimated outputs for structural model testing.

Table 7. Path coefficient of hypothesis testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (X1) -> Purchase Decision (Y)	0,091	0,103	0,115	0,786	0,432
Price (X2) -> Purchase Decision (Y)	0,312	0,313	0,151	2,060	0,039
Promotion (X3) -> Purchase Decision (Y)	0,248	0,261	0,134	1,857	0,063

Source: Processed data (2023)

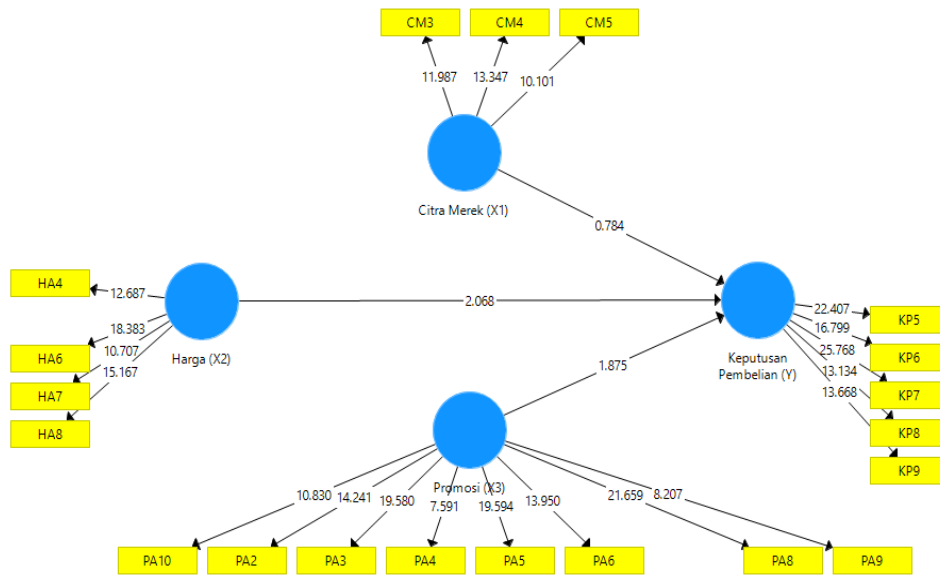
The results of the hypothesis testing based on the provided table indicate the following:

H1: Hypothesis testing for the effect of brand image on purchasing decisions reveals a p-value of 0.432 and a t-statistic (T-value) of 0.786. With a p-value exceeding the significance level of 0.1, H1 is rejected. Consequently, the data does not support the notion that brand image significantly influences purchasing decisions.

H2: In the case of hypothesis testing for the impact of price on buying interest, the analysis yields a p-value of 0.039 and a t-statistic of 2.060. Given that the p-value falls below the 0.1 significance threshold, H2 is accepted. This implies that price indeed has a substantial and statistically significant effect on purchase decisions.

H3: Finally, hypothesis testing for the influence of promotion on purchasing decisions shows a p-value of 0.063 and a t-statistic of 1.857. Similar to H2, H3 is accepted because the p-value is less than 0.1. Consequently, it can be concluded that promotional activities do have a statistically significant impact on purchasing decisions.

Figure 4. Output diagram of bootstrapping



Source: Processed data (2023)

Discussion

Brand image on purchasing decision

The study's findings indicate that brand image does not yield a substantial impact on the choices people make when buying products. This observation could be attributed to the fact that certain respondents are aware of cosmetic brands but do not base their purchase decisions on them. From a theoretical standpoint, this outcome could be rationalized by acknowledging that brand image is just one of several factors that can shape purchasing decisions, and its influence may fluctuate depending on the individual and the context.

To support this conclusion, previous research has produced comparable results. For instance, a study conducted by [Ahsan \(2020\)](#) revealed that brand image did not have a noteworthy effect on purchasing choices. Moreover, various other studies have presented mixed findings regarding the link between brand image and purchasing decisions, with some establishing a significant correlation while others discovering none ([Sudaryanto et al., 2021](#); [Cuong, 2021](#)). These findings imply that the connection between brand image and purchasing decisions is intricate and can be impacted by a multitude of factors.

Price on purchasing decision

The findings indicate that price plays a crucial role in shaping purchasing decisions. This signifies that the buying choices of cosmetic products are

influenced by the price presented to each respondent. Based on the responses received, a majority of respondents strongly agree, indicating their concurrence with the pricing of cosmetic products, thus highlighting the impact of cosmetic product prices on respondents' purchase decisions. This is largely because cosmetic products are priced affordably across various demographics.

Supporting this conclusion, prior studies have yielded similar results. For instance, a study by [Ulantika & Elpanso \(2022\)](#) also found that price significantly influences purchasing decisions. Furthermore, other studies have underscored the importance of price as a key variable in the customer's decision-making process ([Giovanis et al., 2013](#)). These findings collectively emphasize that price exerts a pivotal role in shaping consumer behavior and purchase decisions.

Promotion on purchase decision

The results of the study show that promotion has an important impact on purchasing decisions. This means that promotion is one of the variables of the marketing mixture that plays an important role for companies in the marketing of their products or services. This result shows that if promotion can reach all levels of society, purchasing decisions will also increase. This is consistent with previous references, which are argued by [Ati \(Marlius & Jovanka, 2023\)](#) that good and attractive promotions can influence product purchase decisions. Promotion is one of the means of marketing mix. Promotion can also be interpreted as marketing communication with the interaction between sellers and buyers aimed at influencing decision-making. Promotion is also one of the indicators that attract consumers who want to know the product before making a purchase.

Similar findings have been found in previous studies. For example, a study by [Widyanto & Albetris \(2021\)](#) showed that promotion has a significant impact on buying decisions. In addition, other studies have also reported that promotion is an important factor in influencing consumer behaviour and purchase decisions ([Marcus & Janka, 2023](#)). These results indicate that promotion is an important factor influencing consumer behaviour and buying decisions.

CONCLUSION

Finally, the study examined the influence of brand image, price and advertising on cosmetics purchasing decisions. The results show that the image of the brand does not have a significant impact on purchasing decisions, indicating that cosmetics users make their decisions on factors other than the image of the

brand. However, the price played a significant positive role in buying decisions, suggesting that consumers take into account several factors, not just cosmetics prices, when making their purchasing decisions. In addition, marketing efforts have had a positive and significant impact on buying decisions and highlight the importance of marketing in the decision-making process.

In practice, these results provide valuable insights for companies operating in the cosmetics industry, emphasizing the importance of pricing strategies and promotional activities in influencing consumer behaviour. However, it should be noted that brand image may require more attention and enhancements to better influence purchasing decisions.

It is recommended that researchers consider adding additional relevant variables to future research to improve the representation of samples and improve the quality of the research findings. The study serves as a starting point, and further investigations in these areas can contribute to a deeper understanding of consumer behavior when purchasing cosmetics.

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